A

Dissertation Project Report (DM503)

on

"Navigating the Digital Frontier: Analyzing the Impact of Social Media (e-Media) and Online Market (e-Commerce) on the Marketing Landscape"

To be submitted in the partial fulfillment of requirements for the award of Post Graduate Diploma in Management (PGDM) Batch (2022-24)

Under the Supervision of Faculty Supervisor

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Trimester –   VI   **Credits –**

RESEARCH PROPOSAL

Name of Candidate- Anand Kr Gupta

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Name of Faculty Advisor- Dr. Imad Ali

Proposed Research Area (Marketing/ Finance/ OB HR/ Operations/ General Management/ Economics/ Public Policy/ Others (please specify)- Marketing

Proposed Dissertation Topic- **"Navigating the Digital Frontier: Analyzing the Impact of Social Media (e-Media) and Online Market (e-Commerce) on the Marketing Landscape"**

Proposed Research Problem (Statement in 50 words)- Introduction- Context and Relevance of the

Study (300 words)-Proposed Research Questions (Please Number)-

Literature Review 500 words) (Give references in APA format as bullet

points)[1]-Proposed Research Design/ Methodology[2]-

Proposed Timeline (For full report)[3]-

Signature and Date of the Faculty Advisor for Research Proposal

Approval:Proposal Accepted/ Accepted with Changes/ Rejected during

Presentation

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[1] Please note, the minimum number of references have to be 15 out of which **at least 5 references have to be from journals/ books or think tanks/ agencies' reports**. Please mention the date of access when citing websites/ webpages.

[2] This should include hypothesis, expected results, kind of data to be collected, data collection sites and identification as well as justification of methodology. If a questionnaire is required, then it should be attached as well.

[3] Should include dates of research design completion, data collection, analysis and dissertation writing.

DECLARATION

I hereby declare that this Dissertation Project Report (DM-503) titled **"Navigating the Digital Frontier: Analyzing the Impact of Social Media (e-Media) and Online Market (e-Commerce) on the Marketing Landscape"** submitted by Anand Kr Gupta to GNIOT Institute of Management Studies (GIMS), Greater Noida is a bonafide work undertaken during the period from 01.02.2024 to 20.03.2024, by me and has not been submitted to any other University or Institution for the award of any degree diploma / certificate or published any time before.

(Signature of the Student)   Date: 20/03/2024

Name: Anand Kr Gupta

Roll No.: 00922DM022

Acknowledgement

I am using this opportunity to express my gratitude to everyone who supported me throughout the course of this Post Graduate Diploma in Management project. I am thankful for their aspiring guidance, invaluably constructive criticism and friendly advice during the project work. I am sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the dissertation report.
I express my warm thanks to Dr. Imad Ali and all the people who provided me with the facilities being required and conductive conditions for my PGDM dissertation project report.

Thank you,

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Abstract

Social media marketing is a new trend and the most successful among all the types of marketing tools. For a business to succeed, Advertisement should reach maximum users and create a full clear and visible image of its brand. No doubt, social media marketing is the most cost-effective advertising strategy. Most social networking platforms provide free accounts and signup and some online advertising tools come with some cost. On the other hand, the return is much more than investment, in case of social media advertising. Only by investing a little money and time, anyone can greatly maximize and increase conversion rate and get high return on investment for the money invested in advertising.

The main aim of this study is to examine how social media marketing will affect the final decisions and behaviour of the consumer who spend their maximum time on social networking platforms and forecast relationships among various consumer activities, marketing activities and choice with the behaviour of the consumer. Social media marketing is emerging continuously to satisfy the basic needs of website users and on the other side it also has increased the opportunities for companies to advertise their products and services in personalized way. The previous record shows that social media has contributed greatly in changing consumer behavior and organizations got to know about the customer behaviour. Social media marketing has changed the marketing structure of the place where the goods are sold and purchased online.

Social media marketing has significantly changed the way of thinking of the consumer and the organizations should not ignore the social media marketing Growing popularity of social media compelled the marketers to think about this media along with traditional functional areas of marketing. Social media is based primarily on the internet or cellular phone-based applications and tools to share information among people. The number of social media user's is more than the population of some of the countries today. Impact of social media on marketing can be judged by comparing marketing before social media and marketing after the introduction of social media and the type of technologies used in social media.

Chapter I- Introduction: "Navigating the Digital Frontier: Analyzing the Impact of Social Media (e-Media) and Online Market (e-Commerce) on the Marketing Landscape"

For any Organization, the most valuable as it is its brand and the modern organization should realize that capitalizing on brand can help achieve growth, profitability objective and sustainability. Along with incessant globalization social media has emerged as the best platform for Advertising and Marketing for companies. It increased the visibility of services and products. For every businessman the only aim is how various marketing tools and techniques can increase the number of selling services and products. The main aim of the study is to examine how social media marketing will affect the final consumer behaviour among persons who mostly use social media websites and also to find out the forecasted relationships among various social media marketing activities, customer activities and behaviour of the consumer.

The social media has changed the entire structure as to where the goods should be sold and where to purchase online. It plays a very important part in modern day advertisement by describing attributes and possible roles for marketing planning, recognizing various marketing tools and techniques. Not only that social media is changing the mind of consumer behaviour but also to a great extent used for direct marketing and as a tool for personalized goods. Social media like Facebook, Twitter, YouTube and Instagram are dynamic tools that facilitate online relationships. It is a relatively low-cost form of marketing and allows organizations to engage direct and end-user contact. The choice of social media marketing organization creates an influential impact of brands by recommending personalized consumer choice. Brands influence customers, customers influence other customers and the chain continues which further affects future earnings of the organization and long-term organizational sustainability.

In this fast-growing world, all ones have busy schedules, so for the customer it is difficult to spend time on purchasing goods or services. Nowadays users are collecting information from different sites and platforms Online without wasting time and labour. And social media marketing is not only useful for customers, in that it provides information about the company but also provides information of the customer's choice to the company. Every social media tool tries to build an image of the company's brands and goods. So, we can say that consumers can change their mind for purchasing any good or service by social media marketing and taking the goods or services online.

1.1. **SOCIAL MEDIA MARKETING:** It is a method by using social media sites to attain the attention of people. These programs concentrate on developing content which will attract the attention of the readers in social media and make them share the contents in their social networking site. Any statement that is shared in the social networks, which includes short messages, information about a product or service, brand or a company is termed as electronic word of mouth. When the information about a product / service / brand / company is shared in a social media by a user, it is reshared by many users in other social networks and when the information is shared by a trustworthy source, it becomes a positive promotion for the product than the promotion done through paid sources.

This shows the power of social media marketing. What the major search engines seek for in terms of social media signals are the source's authoritativeness and trust. Authoritativeness is different from Authorship. Authorship is a function released by Google in 2011, which permits authors and publishers to add varied parts, including photos, ratings and more details to search engine results pages. Trust is fundamental to social signals being read by the search engines.

Those people, whose social media profiles have a trust score, are called influencers. As per consumer socialization theory, communication with customers plays an important role and its influence the psychological feature of the customer. It also has an impact on the attitude of the customer. Social media networking sites provide an environment that enables the consumers to communicate on the web which will have an important impact on consumer socialization concepts.

1.2 BENEFITS OF SOCIAL MEDIA MARKETING: Social marketing is an approach used to develop activities aimed at changing or maintaining people's behaviour for the benefit of individuals and society as a whole.

- **Increased Exposure:** Now a days the importance of Social Media Marketing has increased. Consumers and Marketers are using Social Networking too much. The exposure increased now a days which is showing 92%.
- **Increased Traffic:** With the introduction of web-based marketing the users are increasing day by day. The research says that consumers and even marketers use social networking sites too much and due to that site, the traffic has increased day by day which is showing the research that traffic increased up to 80%.

- **Develops loyal fans:** Brand Loyalty is the other is the most important advantage of social networking sites. Taking an example if a consumer is satisfied with any product, he or she will never go to any other company to buy the product. This creates brand loyalty.

- **Provided Marketplace Insight:** Social networking sites provide information about products and is available clearly. That means its Features, Functions, Price etc. Consumers will get full information about products only on websites and customers don‟t have to go anywhere. The result shows that 72% of customers agreed that social networking sites are providing marketing insights.

- **Generated Leads:** There are various different ways to lead generation. Most of the social networking sites generate leads for products and services. For example: A blog is a hub for customers engagement. No doubt Facebook is also an important source, so in short it is generated leads.

- **Improved Search Ranking:** Most of the customers are now spending hours even more than watching television too. And what curiosity they get as social networking sites are the search engines. With the help of social networking the ranks are given to products on the basis of feedback given by the customer online.
- **Growing Business Partnership:** As a Trading form of selling and purchasing is now replaced with social media the same idea of business is also changing. After taking many years now Binch Box wants beauty obsessed Instagram followers to join them. Nowadays growing partnerships are also an important advantage of social networking sites too.

- **Reduced Marketing Expenditure:** Trading method of selling the product is too costly. A businessman needs salesman, office and many more requirements. But now a days social networking sites are user friendly and anybody can use the social media at any time and even businessmen can do the advertisement on social media sites very cheaply.

- **Improved Sales:** In the present scenario where 4600 photos are shared, 600 websites are

created every day. 1,00,000 tweets are sent. Now a days different social networking sites are created so differently as customers can purchase the goods online at any time. No doubt now a days revenue has increased online as compared to earlier days.

1.3. Social Media Marketing Techniques: The main purpose of social media marketing is communicating about the product to the consumer and making it accessible to people who doesn't know about the product. Social media is used by companies to promote the product to the prospective customers. Social media marketing helps the consumers at various stages of the buying process.

Research indicates that of these ten factors for effective marketing, social media is one amongst them, which indicates if any brand is in operative on social media, then the result will be less chances of the brand to be present on google searches. There is large no of users in Facebook, Twitter and Google and there is huge exchange of information which made the business firms use social media to interact with prospective customers. Instagram has hundred thirty million users monthly and twitter has two hundred ten million monthly users and the average communication rate ranges from 1.46 percent on Instagram and 6.03% in the case of twitter.

The cost involved in social media marketing is very less when compared to ancient modes of advertisements using TV/Radio/Print channels. In fact, there is no price involved when using social networking sites, it also covers a wide range of people. Many firms are now changing their approach for interaction with customers. They are using online platforms for better client interaction and visibility. Social media are used as a platform by customers to post reviews, recommendations, ratings, and raise queries to the firms. Companies are employing people to handle social media communication with the customers and they are working as online community managers. The job of these managers is to handle social media communications in an effective manner and win the trust of customers. Firms are taking steps to manage client issues, identify various modes of social media marketing, engage the customers to influence the new and prospective customers to market their product/service.

1.4 Advantage of social media marketing:

- **Increased brand recognition:** Social Media is a new platform for promoting the brand. Social media helps the companies to attain new customers and also have quick access to customers. When a particular brand is familiar and available in multiple social media sites, It increases the brand recognition to the customers and also attracts new customers. When the brand is tweeted frequently in the social media, then the company's brand image will get increased, thereby increasing the growth of the company business.
- **Improved Brand Loyalty:** A research work published in the US, indicated that when there is a higher level of interaction about a brand in social media, then there exists a higher level of trust about the brand among customers. It also suggests that companies can take the benefit by using social media tools to connect with its customers. The study also suggests there should be some strategic plan for use of social media to influence the customers. Another study indicates that fifty three out of hundred in American population are following their brands in social media and also, they found to be loyal to their brands.
- **Chances to Convert:** There is a chance that each and every comment, post, sharing, likes in social media will become a sale and bring customers. Every comment, post, website link,

video, tweet will make the viewers visit the page and view the product and thereby there is a chance for conversion into sale. Though all the comments may not get a chance for conversion into sale but every good comment about the product will get a chance for conversion into sale.

- **Conversion Ratio:** The conversion rate of conversion of discussion in social media into sales is high. It is the important element as seen by business people nowadays. The brands and the reviews about the product started to speak like individual salesmen in the social media channels. Due to this effect business people want to improve and increase their business with various people in social media than with firms.

- **Brand Authority:** Continuous communication with the customers will bring faith about the product among the customers. People are searching and viewing the comments in the social media about products and services, whenever they are planning to buy a product or avail a service. Every new post about a product in social media by a user will attract many users in social media and they follow the page for information updates. When there is more talk about a product in social media, there it becomes a more attractive brand.

- **Reduction in selling price:** Due to the presence of social media, the advertising cost is getting reduced by way of advertising through twitter, Facebook etc. HubSpot research concludes that six hours of spending on the net in a week by a seller for social media will bring more viewers to the product in social media. In order to get more customers, sellers can spend one hour a day on social media which will definitely bring more customers and thereby reducing the cost of advertisement which in turn can reduce the price of the goods.

1.5 Some social media marketing tools:
- Social Media Monitoring
- Social Media
- Blog Marketing
- Social Bookmarking and Tagging
- Social Analytics and Reporting
- Social Aggregation

With the fickle popularity of various Social Media Marketing like Google+, Facebook, Myspace, etc. which is affecting consumer behaviour.

1.6 Statement of the Problem: The social experience in the research guides the components of the consumers buying behaviour through Online Platforms and the Impact of social media in Marketing. Many Social Media Marketing techniques like search engine optimization campaigns are used by businesses to boost their businesses. There are many Data Analysis that shows social media is affecting the Marketing behaviour of customers.

- Social networking is used by about 76% of businesses in order to achieve their marketing objectives.
- Business retailers experience about 133% increase in revenues after marketing their business in the mobile market that promotes social media marketing value for their business.
- 40% of online shoppers from the US use the Smartphone for in-store shopping.

Chapter II- Literature Review

INTRODUCTION

Literature review is among the most important steps in the process of any research work. Literature review is to find out and understand the main objective of a particular subject or research which has been taken by the researcher. It is a record which shows what has been done in this regard in the recent past. Thus, it is the current trend in the selected subject when the review of literature is made by the researcher. He/she will become an expert in his/her subject and eventually become a master. It shows the direction is which the research direction must go. Research work clearly showing there should not be duplication of work. It also indicates what type of methodology should be adopted by various experts and researchers.

Prof. Assoc. Dr. Elenica Pjero et al., (2015) The researchers conducted the study in the Albania reality sector. Their article targeted on social media and its capacity to affect the buying behavior of customers. The researchers discussed the growth and adaptability of Social Media networks by numerous users in the world. The researchers made a multifaceted analysis on the impact of social media on consumers and buying intentions. The samples are selected from users of social media in all dimensions and the result depicts the significant behavior of consumers.

Tayyaba Noreen et al., (2015) The researchers conducted the study about the social media impact in Pakistan and Korea. This study investigates the impact of social media on the buying behavior of consumers. This study focuses on e - word of mouth, social media publicity and social media. The findings indicated that consumers of Korean consumers have higher intention to buy a product using social media platforms when compared to customers in Pakistan. The results proved that e - word of mouth have a bigger impact on buying intention when compared to publicity on social networks.

Nima Barhemmati et al., (2015) In their study, they found that Social Network Marketing is becoming the most successful model in advertising. This study aims at how Social Network Marketing influences the shopper buying behavior among consumers who use social networking sites. The study also analyzes the relationships between customer engagement, social media selling activities and shopper purchase behavior. A survey was conducted among fifty students of Malaysian National University. The results showed positive relationships between consumer engagement of social media and their buying behaviors.

Sakthivel et al., (2015) Their analysis makes an attempt to check the influence of social media sites over young women consumer" shopping behavior from Islamic faith countries. This study employs structural equation modeling to check out the influence of young woman consumers and the results disclosed that brand, society and reference teams exert additional influence over young woman consumer" shopping behavior through social media.

Mahmood Rahmani et al., (2011) In their analysis, they investigated the various social media parameters that greatly affected the purchasing decision of consumers. The analysis gave importance to find the influence of social media on the consumers' buying decision. The authors outlined the objectives of the studies, so as to realize the objectives, a suitable research model is predicted and research hypotheses were tested on the model.

Constantinides et al., (2011) Analyzed and reported that social media differentiates Shoppers

behaviors. Socio-cultural, Demographic, situational and psychological factors have an effect on shoppers purchasing behavior. Business people can handle up more practical social media selling activities by categorizing social media users by their age, gender, academic level, geographical location and occupation/income level. In the same way, psychological factors like learning, motivation, perception and personality, Socio-cultural factors like family, social status and family culture. These variables provide benefits for business people to find and target the consumers of social media through proper social media marketing activities

Diffley et al., (2011) In their research investigation, it is clear that Marketers have analyzed whether or not social media sites may be used as a good tool for selling and whether to involve buyers to participate in marketing on social media sites. They say that firms ought to undertake a distinct approach that attracts shoppers instead of loading their inbox. If more selling advertisements are pushed on to the shoppers, then shoppers will get frustrated over the product. This author talks about developing a proper approach to use websites as an advertising tool. As a conclusion the author suggests that firms have to develop good relationships with shoppers to make social media sites a better tool for selling.

Erkan Acar et al., (2011) Their study revealed the thing that affects consumers attitudes towards selling through social media. For a businessman, Shopper communities act as new marketplaces for businessmen. The analysis aims to spot the factors that have an effect on the consumers attitude towards selling a product on a social media platform.

Edison (2011) In his recent analysis, on users of on-line social networks in America revealed that about 52% of United States citizens have a minimum of one or additional social network profiles. The analysis showed that one fourth of on-line social marketing users buy their favorite brands, on these on-line social network sites, of which many users use Facebook as brand pages. The result shows that on-line social networks became a source of information on products for buying decision making by consumers.

Karimov et al., (2011) In their research suggesting that purchasing of products online may be considered risky by customers because of the lack of physical product analysis, lack of personal information contact, and in some cases the dearth of secure transactions. The efforts towards increasing the basic issue of trust in shopper behaviors can be supported with the employment of social media channels, like Facebook, YouTube, Twitter, and company blogs as they enhance the sensation of social presence additionally, shoppers may use social media as a communication tool which can facilitate them decide what to shop for. The recent addition to the capabilities of social media is the addition of mobile applications to communicate with others.

Stephen Guo et al., (2011) This paper analyses a Chinese marketplace, Taobao, which is the world's largest e-commerce site. Integrated instant electronic messaging tool makes Taobao high from its competitors. In our study, this study specializes in how a person's transactions are embedded in social media. The analysis concludes a model for purchasing a product through buyer recommendation, if an individual wants for a product, how he will act to decide the shop. The model uses data retrieval techniques from the websites and demonstrates how social factors will help to understand client behavior.

According to Drell (2011) This study analyses the internet behavior of customers of social media and disclosed 2 main types of information shared through online. They were categorized as high

information sharers and low information sharers. In this study, out of 100 percent, High information sharers of on-line shoppers were 20 percent and belong to the age of teens, they are dedicated to brands, and had several pieces of electronic equipment to share the information. On the other hand, Low information sharers of on-line shoppers are 80 percent, were commonly older, concentrated on quality instead of brand.

Irem Eren Erdogmus et al., (2012) The aim of this study is to identify the impact of social media on brand trust of the customers. This study takes into account customers following one brand on social media and, therefore, the information was collected through the structured form with a sample of 338 folks and tested using various statistical tools. The study concludes that brand loyalty of consumers is affected when the brand is found in various applications and platforms on social media.

Khushbu Pandya (2012) This study is an effort to make awareness among Indian marketers regarding the facility of social media which is spreading at a massive rate. The study is exploratory in nature and used last five years secondary data. The findings of the study answer one major question – what's the state of social media on consumer behavior in India, the study provides figures, all major facts, analysis and examples of case study.

Greenleigh, (2012) In his study, investigates the behavior of young agers in connection with social media on shopping decisions. Millennials are the shoppers who are in the age group between teen to mid-30s. In step with the researcher, Millennials have the characteristics like, always connected to social media, hyper-social, looking into other people's activity, shopping and enjoying, strangers as their friends. This study detailed that fifty-one percent of Millennials trust strangers for shopping the product, over relatives or friends. The study shows that eighty-four percent of Millennials take the opinion from social media communities before shopping for products.

Sharma et al., (2012) In their study find the advantage and disadvantage about a brand or product present on social media. The study also reveals that social media has an overall influence on consumers shopping behavior.

Pietro et al., (2012) Explore the extent of social media, particularly Facebook, influence buying decisions. They find happiness in using social media for buying decisions. The study reveals about consumers suggestions and recommendations on merchandise on Facebook, enjoyment in finding the information on brands and products, attitude in the usage of various tools provided by social media for the buying decision of products. The study also infers a good relationship between the views of consumers towards buying intention of customer and social media.

Saadia Nasir et al., (2012) This analysis targets the buying behavior of women customers in Pakistan. Study has been conducted with two hundred feminine respondents from Lahore town. The results indicate that women consumers take into account traditional word of mouth to be more promising information than social media for purchase choices.

Angella J. Kim et al., (2012) This study identifies the attributes of social media activities that influence consumer purchase towards branded luxury products. The study identifies 5 apparent social media activities of luxury brands and they are amusement, communication, fashionable, tailor made and word of mouth. The results indicate that there exists a significant positive relation between social media and purchase intention of consumers.

Themba et al., (2013) Examines how the students of African University have interaction in product related e Word of mouth and the impact of their interaction on their shopping decision. The study reports that the communication in brand-related e Word of mouth through social networks is comparatively low and has an absolute positive impact on buying decisions. The researchers had found that the consumers who are using Facebook, twitter, WhatsApp are maintaining their attitude towards social websites. We know that advertising is a paid form but non personal communication is used by various types of traditional marketing. Based on the various studies as compared to offline traditional marketing now many business communities are using the help of various social websites. Research shows that social websites are viral and carrying very important messages and information and also creating brand building and brand equity too. The study shows social websites different from old traditional methods of marketing. Social websites are not only attracting consumers but also the various business communities also using the various social websites. In modern times staying in competition is a challenge for many business communities and social media is one gift for them to stay in the competition by attracting consumers.

Chapter III- Research Methodology

1. **Research Design:**
   - A descriptive research design was chosen to delve into the characteristics of individuals or investors regarding their investments. Descriptive research aims to describe phenomena and uncover patterns without manipulating variables.
2. **Sample Design:**
   - **Sampling Technique:** Stratified Random Sampling was employed. This technique involves dividing the population into different strata based on relevant characteristics (e.g., age, income, occupation) and then selecting samples from each stratum proportionally.
   - **Sample Size:** The study involved 200 customers, representing 1% of the total population. The sample size was determined to achieve a balance between statistical significance and practical feasibility.
   - **Area of Study:** Sitamarhi (Bihar) was chosen as the study area due to its relevance and accessibility.
   - **Period of Study:** The research was conducted over a three-month period from January 2024 to March 2024 to capture any potential seasonal variations or trends.
3. **Sources of Data:**
   - **Primary Data:** Collected directly from 128 respondents through online questionnaires. Primary data provides firsthand insights into consumer behavior and preferences.
   - **Secondary Data:** Gathered from various literature sources, internet sources, and related books. Secondary data complemented the primary data by providing context, background information, and theoretical frameworks for analysis.
4. **Data Collection Methods:**
   - **Online Questionnaires:** Primary data was collected through structured online questionnaires distributed to the target respondents. Online surveys offer convenience, reach, and cost-effectiveness in gathering large-scale data from geographically dispersed populations.
   - **Literature Review:** Secondary data was obtained through an extensive review of existing literature, including academic journals, industry reports, and relevant publications. Literature review helps contextualize the research findings within existing knowledge and theoretical frameworks.
5. **Analytical Tools:**
   - **Percentage Analysis:** Various tables and charts were used for data representation and analysis. Percentage analysis helps in quantifying and comparing different variables and trends within the data.
   - **Software Tools:** Microsoft Excel and SPSS (Statistical Package for the Social Sciences) were utilized for data processing, analysis, and statistical testing. These software tools facilitate efficient data management and statistical analysis, enabling researchers to derive meaningful insights from complex datasets.
6. **Hypothesis Testing:**
   - **Chi-Square Test:** Employed to assess the relationship between categorical variables and test for independence or association. Chi-square test helps determine whether observed frequencies significantly deviate from expected frequencies.
   - **ANOVA (Analysis of Variance):** Used for comparing means across multiple groups

and determining whether there are statistically significant differences between the groups. ANOVA allows for the exploration of variance within and between groups, providing insights into the factors influencing the observed outcomes.

By employing a rigorous research methodology encompassing both primary and secondary data sources, sophisticated sampling techniques, and advanced analytical tools, the study aimed to achieve robust and reliable findings that contribute to the understanding of consumer behavior in the context of online shopping and social media engagement.

Primary Objectives of the study:

1. Determine the most preferred Social Media (SM) platform among consumers for product research, interaction with brand and making purchase decision

2. Identify and analyze the main reasons why consumers express reluctance or dissatisfaction to engage in online shopping.

3. Investigate the underlying factors driving the transition of consumer purchasing behavior from traditional brick-and-mortar stores to online shopping platforms.

4. Investigate the reasons why certain individuals or demographic groups have never embraced online shopping despite its widespread adoption.

Chapter V – Data Analysis and Interpretation

Data analysis is essential to any research or activity. The analysis provides a precise picture of the entire investigation. In order to analyze data, one uses statistical distribution, builds diagrams, and computes sample measures like percentage and ranking, which produce findings and recommendations. In this, the data are evaluated with the aid of tools like tables, bar charts, and pie charts. Based on a poll of 128 persons, the statistics and graphs below were created. Everyone who participated in the survey works there as an employee.

1. Determine the most preferred Media platform among consumers for product research, interaction with brand and making purchase decision

Table 1: SHOWS THE RESPONDENTS HAVE HIGHEST MEDIA POTENTIAL

Particulars	No. of Respondents	Percentage of Respondents
Social media	101	78.9%
Print media	09	07%
Television ads	11	8.6%
Radio	00	00%
In person media	07	5.5%
Total	128	100%

Which according to you have highest media potential
128 responses
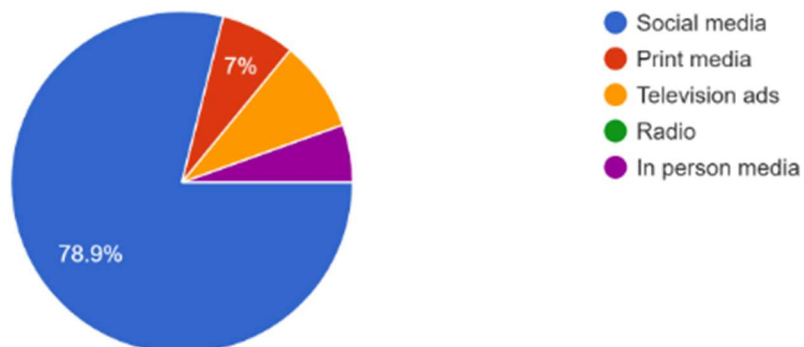
Interpretation:
In the above data total number of responds which I collect is 128 in which 101 members are getting privilege to social media to get highest media potential i.e., 78.9%, 9 members giving to print media highest media potential i.e., 7%, 11 members giving in the favour of television media to highest media potential i.e., 8.6%, no one getting respond on radio and 7 members getting respond in person media i.e.,5.5%.

Inference: Majority of the members are getting responds that social media have highest media potential i.e 78.9%

2. Identify and analyze the main reasons why consumers express reluctance or dissatisfaction to engage in online shopping.

Table 2.1: SHOWING THE RESPONDENTS EVER FACED ANY PROBLEM WHILE CONDUCTING ONLINE SHOPPING

Particulars	No. of Respondents	Percentage of Respondents
Yes	82	64.1%
No	46	35.9%
Total	128	100%

Have you ever faced any problem while conducting online shopping
128 responses
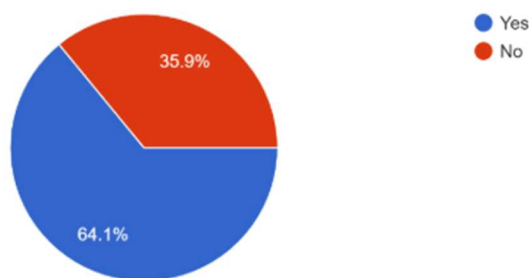
Interpretation:
In the above data total number of members are 128 in which 82 members are faced problem while conducting online shopping i.e., 64.1%, and 46 members are not facing any problem while conducting online shopping i.e., 35.9%, According to my Response

Inference: Majority of the consumer are respondents that they facing the problem while they are doing online shopping i.e 64.1%

Table 2.2: SHOWING THE RESPONDENTS WHAT KIND OF PROBLEMS THEY FACED

Particulars	No. of Respondents	Percentage of Respondents
Delay in Deliver	19	14.8%
Cheap Quality of Product	57	44.5%
Product Damage	16	12.5%
Non-Delivery	04	3.1%
Other	32	25%
Total	128	100%

If yes, what kind of problem

128 responses

- Delay in deliver
- Cheap quality of product
- Product damage
- Non delivery
- Other
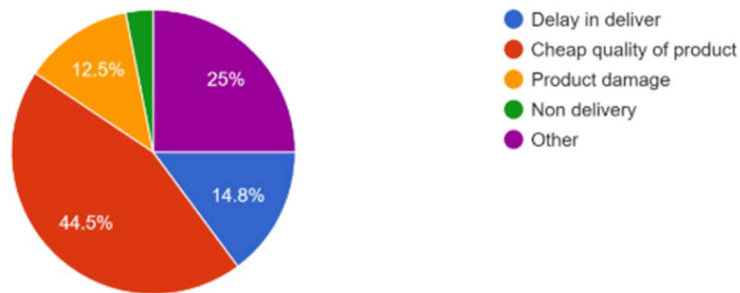
INTERPRETATION: In the above data total number of members are 128 in which 19 members are facing problem in delay in deliver i.e., 14.8%, 57 members are facing problem in cheap quality of product i.e., 44.5%, 16 members are facing problem in product damage i.e., 12.5%, 04 members are facing problem in non-delivery i.e., 3.1% 32 members are facing other type of problem i.e., 25%.

Inference: Majority of the consumer shows their respondents that what they facing the problem the cheap quality of product i.e 44.5%

3. Investigate the underlying factors driving the transition of consumer purchasing behavior from traditional brick-and-mortar stores to online shopping platforms.

Table 3: SHOWING MAIN OBJECTIVE OF USING ONLINE SHOPPING

Particulars	No. of Respondents	Percentage of Respondents
Price	28	21.9%
Convenience & Time Savings	71	55.5%
Fast Shipping	13	10.2%
Trust	04	3.1%
Brand Conscious	09	07%
Friend Referral	03	2.3%
Total	128	100%

The main objective of using online shopping according to you is
128 responses

- Price
- Convenience & time savings
- Fast shipping
- Trust
- Brand conscious
- Friend referral
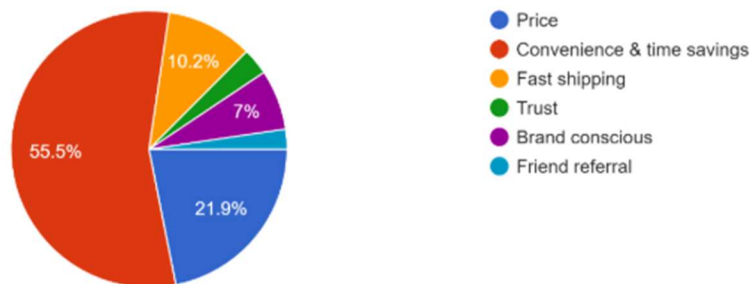
INTERPRETATION: In the above data total number. of Respondents are 128 in which 28 members are using online shopping due to price i.e., 21.9%, 71 members are doing online shopping due to convenience and time savings i.e., 55.5%, 13 members are doing online shopping due to Fast shipping i.e., 10.2%, 04 members due to trust i.e., 3.1%, 9 members due to brand conscious i.e., 07%, 03 members due to friend referral i.e., 2.3%

Inference: Majority of the consumer are Respond that they are doing online shopping due to convenience and time savings i.e 55.5%

4. Investigate the reasons why certain individuals or demographic groups have never embraced online shopping despite its widespread adoption.

Table 4: SHOWING THE RESPONDENTS EVER HAD ONLINE SHOPPING

Particulars	No. of Respondents	Percentage of Respondents
I don't know about online shopping	04	3.1%
Risk of credit card transaction	33	25.8%
Internet literacy	12	9.4%
Risk of identity theft	10	7.8%
Other reason	69	53.9%
Total	128	100%

If you never had online shopping please specify the reason.
128 responses

- I don't know about online shopping
- Risk of credit card transactions
- Internet illiteracy
- Risk of identify theft
- Other reasons
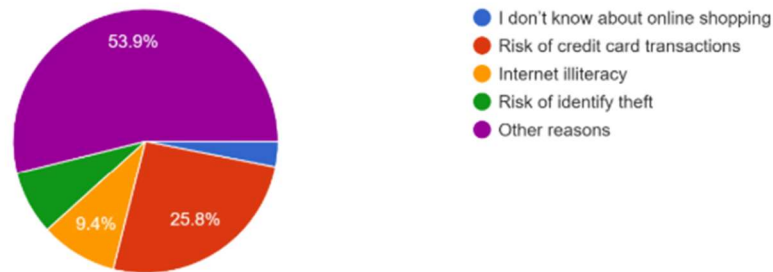
INTERPRETATION: In the above data total number. of respondents, I have 128 in which 04 members who don't know about online shopping i.e., 3.1%. 33 members have getting risk of credit card transaction while doing online shopping i.e., 25.8%, 12 members have internet literacy for online shopping i.e., 9.4%, 10 members who never had online shopping due to risk of identity theft i.e., 7.8%, 69 members never had online shopping due to other reasons i.e., 53.9%.

Inference: Majority of the members Shows the Respondents ever had online shopping for other reason i.e 53.9%

Chapter V- Findings

- **Dominance of Social Media:** The research underscores the overwhelming preference for social media platforms among consumers, with 78.9% of respondents citing social media as the primary medium for product research, brand interaction, and purchase decisions. This highlights the indispensable role of social media in shaping consumer behavior and driving brand engagement in the digital era.

- **Challenges in Online Shopping:** Despite the widespread adoption of online shopping, consumers encounter various challenges, with 64.1% reporting issues during their online shopping experiences. The most prevalent concerns include product quality (44.5%), indicating the importance of addressing quality assurance measures to enhance consumer trust and satisfaction in online retail environments.

- **Motivations Driving Online Shopping:** Convenience and time savings emerge as the primary motivations for engaging in online shopping, with 55.5% of respondents citing these factors. This underscores the significance of optimizing user experiences and streamlining digital platforms to meet evolving consumer expectations and preferences.

- **Barriers to Online Shopping Adoption:** Despite the growing popularity of online shopping, a significant portion of respondents (53.9%) have yet to embrace this mode of commerce, citing concerns such as cybersecurity risks, internet literacy barriers, and mistrust in online transactions. Understanding and addressing these barriers are essential for broadening consumer participation in digital commerce and expanding the reach of online retailers.

- **Influence of Social Media on Purchase Decisions:** Social media exerts a significant influence on consumer purchase decisions, with 37.5% of respondents relying on social media for information when uncertain about a purchase. Additionally, nearly half (47.7%) reported changing their initial purchase decisions after searching for relevant information on social media platforms, highlighting the influential role of social media in shaping consumer behavior and decision-making processes.

- **Credibility of User-Generated Content:** Consumer trust in user-generated content on social media platforms surpasses that of traditional marketing channels, with 45.3% of respondents perceiving user-generated content as holding higher credibility. This underscores the importance of leveraging authentic and peer-driven content to influence consumer purchasing decisions and foster brand advocacy in the digital landscape.

- **Perceived Media Potential of Social Media:** A significant majority of respondents (78.9%) perceive social media as having the highest media potential compared to other communication channels. This finding underscores the growing prominence of social media as a powerful tool for communication, marketing, and brand engagement purposes in the digital age.

These findings provide valuable insights into consumer behavior, preferences, and challenges in the context of online shopping and social media engagement, offering actionable guidance for businesses and marketers seeking to optimize their strategies and enhance their presence in the digital marketplace.

Chapter VI- Conclusions, Suggestions and Recommendations

Conclusions

The culmination of our data analysis illuminates profound insights into consumer behavior, preferences, and challenges within the realm of online shopping and social media engagement. Through a meticulous examination of survey responses from 128 participants, we have garnered a comprehensive understanding of the dynamics shaping contemporary consumer interactions with digital platforms.

Firstly, the overwhelming preference for social media platforms as the primary medium for product research, brand interaction, and purchase decisions underscores the pivotal role of these channels in shaping consumer perceptions and behaviors. With 78.9% of respondents acknowledging social media's highest media potential, it is evident that businesses must prioritize their social media marketing strategies to effectively engage and influence their target audience.

Furthermore, while online shopping has become ubiquitous, our findings shed light on the challenges that hinder seamless consumer experiences. A significant proportion (64.1%) reported facing issues during online shopping, with product quality (44.5%) emerging as the foremost concern. Addressing these challenges is imperative for fostering consumer trust and loyalty in online retail environments.

On the flip side, the motivations driving the transition to online shopping, notably convenience and time savings (55.5%), emphasize the need for retailers to prioritize user experience and streamline their digital platforms to meet evolving consumer expectations.

However, despite the widespread adoption of online shopping, a substantial portion of respondents (53.9%) have yet to embrace this mode of commerce, citing various reasons such as concerns over credit card transactions and internet literacy. Understanding and addressing these barriers are paramount for expanding the reach of online retailers and broadening consumer participation in digital commerce.

In conclusion, our research underscores the dynamic interplay between consumer preferences, technological advancements, and market forces in shaping the landscape of online shopping and social media engagement. By leveraging these insights, businesses can refine their strategies, enhance user experiences, and forge deeper connections with their target audience in an increasingly digital-centric world.

Suggestions

Social media is an essential piece of your business marketing strategy. Social platforms help you connect with your customers, increase awareness about your brand and boost your leads and sales. 52% of social media marketers believe social media positively influences their company's revenue and sales.

- **Enhance Social Media Presence:** Given the overwhelming preference for social media platforms among consumers, businesses should focus on bolstering their presence across relevant channels. This involves not only maintaining active profiles but also curating engaging content, fostering meaningful interactions, and leveraging targeted advertising to maximize brand visibility and engagement.
- **Quality Assurance in Online Retail:** Addressing concerns related to product quality is paramount for building consumer trust and loyalty in online shopping environments. Retailers should prioritize quality assurance measures, including rigorous product testing, transparent product descriptions, and customer reviews, to instill confidence in the online shopping experience.
- **Optimize User Experience:** Streamlining the online shopping experience to prioritize convenience and efficiency is essential for driving consumer adoption. This entails optimizing website functionality, implementing intuitive navigation, and offering seamless checkout processes to minimize friction points and enhance user satisfaction.
- **Educational Initiatives:** Recognizing the barriers to online shopping adoption, businesses can implement educational initiatives to enhance consumer confidence and internet literacy. This may involve providing resources, tutorials, or workshops to educate consumers on safe online shopping practices, cybersecurity measures, and digital payment options.
- **Personalized Marketing Strategies:** Leveraging data analytics and consumer insights, businesses can develop personalized marketing strategies tailored to individual preferences and behaviors. By delivering targeted content, offers, and recommendations, retailers can enhance relevance, engagement, and conversion rates among their target audience.
- **Investment in Cybersecurity:** Addressing concerns related to cybersecurity and data privacy is paramount for fostering trust in online transactions. Businesses should invest in robust cybersecurity measures, secure payment gateways, and transparent data handling practices to safeguard consumer information and mitigate risks of identity theft or fraud.
- **Continuous Monitoring and Adaptation:** In the rapidly evolving landscape of digital commerce, businesses must remain vigilant, continuously monitor consumer trends, and adapt their strategies accordingly. This involves staying abreast of technological advancements, market developments, and consumer preferences to maintain relevance and competitive advantage in the marketplace.

By implementing these suggestions, businesses can navigate the complexities of online shopping and social media engagement, foster consumer trust and loyalty, and drive sustainable growth in an increasingly digital-driven economy.

Recommendations

- **Implement Social Listening Tools:** Utilize social listening tools to monitor conversations, sentiments, and trends across social media platforms. This proactive approach enables businesses to gain real-time insights into consumer preferences, concerns, and emerging topics, allowing for agile responses and strategic adjustments to marketing campaigns and product offerings.
- **Invest in Customer Support:** Establish robust customer support channels, including live chat, email, and social media messaging, to provide timely assistance and address consumer inquiries or concerns. Prompt and personalized responses can enhance customer satisfaction, foster trust, and mitigate potential issues that may arise during the online shopping journey.
- **Encourage User-Generated Content:** Foster a community-driven approach by encouraging user-generated content, such as product reviews, testimonials, and user-generated images or videos. This authentic content not only enhances credibility but also cultivates brand advocacy and amplifies reach through social sharing, thereby enriching the overall brand experience.
- **Optimize Mobile Experience:** Given the proliferation of mobile devices, prioritize mobile optimization to cater to consumers who prefer to shop on-the-go. Ensure that websites and applications are responsive, load quickly, and offer seamless navigation and checkout experiences across various devices and screen sizes.
- **Leverage Influencer Partnerships:** Collaborate with influencers or brand ambassadors who resonate with your target audience to amplify brand messaging, drive engagement, and influence purchase decisions. Authentic partnerships can facilitate organic reach, foster brand authenticity, and enhance credibility among consumers.
- **Continuous Data Analysis:** Establish a culture of data-driven decision-making by regularly analyzing consumer data, including website analytics, social media metrics, and sales performance. Identify patterns, trends, and areas for improvement to optimize marketing strategies, product offerings, and customer experiences iteratively.
- **Educational Content and Resources:** Develop educational content and resources to empower consumers with the knowledge and skills needed to navigate the online shopping landscape confidently. This may include how-to guides, tutorials, and FAQs addressing common concerns or misconceptions related to online shopping, cybersecurity, and digital payment methods.
- **Collaborate with Industry Partners:** Forge partnerships with industry organizations, regulatory bodies, and cybersecurity experts to stay informed about best practices, compliance requirements, and emerging threats in the online retail ecosystem. Collaborative initiatives can enhance industry standards, foster consumer trust, and promote a safe and secure online shopping environment.

By implementing these recommendations, businesses can cultivate stronger relationships with consumers, differentiate themselves in a competitive marketplace, and drive sustainable growth in the digital age.

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Questionnaire

Personal Profile

A. Name.

B. Age.
(a) Below – 20 (b) 20 – 30
(c) 30 – 40 (d) 40 – Above

C. Gender.
(a) Male (b) Female

D. Marital Status.
(a) Married (b) Un Married

E. Qualification.
(a) High School (b) Undergraduate
(c) Post Graduate (d) PHD & Above
(e) Other

F. Occupation.
(a) Employed (b) Un Employed
(c) Self Employed (d) Student
(e) Other

G. Annual Income.
(a) Bellow – 2,00,000 (b) 2,00,000 – 4,00,000
(c) 4,00,000 – 6,00,000 (d) 6,00,000 – Above

1. Have you ever had online shopping?
(a) yes (b) no

2. How often you do online shopping.
(a) Monthly Once (b) Monthly twice
(c) Six Month (d) Yearly
(e) Occasionally

3. For how long have you been shopping online?
(a) Less than one year (b) 2 – 5 years
(c) More than 5 years

4. The main objective of using online shopping according to you is.
(a) Price (b) Convenience & Time savings
(c) Fast shipping (d) Trust
(e) Brand conscious (f) Friend referral

5. Have you ever faced any problem while conducting online shopping?
(a) Yes (b) No

6. If yes, what kind of problem
(a) Delay in deliver (b) Cheap quality of product
(c) Product damage (d) Non delivery
(e) Other

7. How often do you use internet everyday
(a) Less than – 1 hr. (b) 1 – 2 hr.
(c) 2 - 3 hr. (d) 3 – 4 hr.
(e) 4 – more than

8. How would you describe your internet proficiency
(a) Beginner (b) Intermediate
(c) Advance

9. How often do you use internet for shopping
(a) Daily (b) Weakly once
(c) Weakly twice (d) Monthly twice
(e) Occasionally

10. How much do you think you involved in the decision-making process for buying any product at your family level
(a) Completely (b) To a great extent
(c) To moderate extent (d) Never

11. If you never had online shopping, please specify the reason.
(a) I don't know about online shopping
(b) Risk of credit card transactions
(c) Internet literacy
(d) Risk of identity theft
(e) Other reasons

12. How often you rely on information available on social media if you have uncertainties regarding a purchase.
(a) Always (b) Often
(c) Sometimes (d) Seldom
(e) Rarely (e) Never

13. Have you changed your initial purchase preference after searching relevant information via social media sites?
(a) Always (b) Often
(c) Sometimes (d) Seldom
(e) Rarely (f) Never

14. Advertisements / Reviews / Blog Posts etc. have higher credibility than

Advertisements / Editorials / other marketing means on mass media?
(a) Strongly Agree (b) Agree
(c) Neutral (d) Disagree
(e) Strongly disagree

15. Which according to you have highest media potential
(a) Social media (b) Print media
(c) Television ads (d) Radio
(e) In person media